

State of Missouri - PY 2002

Missouri will implement the requirements of the ETA One-Stop Labor Market Information Grant as described in Employment and Training Administration TEGL 18-02 as follows:

SECTION 1 Statewide Employment Statistics System

In July of 2001 the Labor Market Information Unit which had been a part of the Missouri Division of Workforce Development was combined with the Research and Planning Unit of the Department of Economic Development to Create the Missouri Economic Research and Information Center (MERIC). The new organization is composed of 30 professional level positions and 8 support and clerical positions. MERIC is structured with a data group composed of the Bureau of Labor Statistics (BLS) programs producing data utilized by the research group which utilizes BLS produced data along with data from other sources to produce a variety of publications and reports. The MERIC unit has extensive capabilities in economic modeling, Geographic Information Systems, and graphic data presentation.

A. Consulting with State and Local Boards - Missouri's strategy for consulting with state and local workforce boards, businesses and other stakeholders in the employment statistics system consists of working closely with the Missouri Training and Employment Council (MTEC) and their liaison staff. MTEC consists of 30 members composed as follows: nine members (30%) representing business, industry or agri-business; nine members (30%) representing organized labor and community based organizations; nine members representing State and local government agencies and three members representing the general public. Special data needs and research required by the Council are met on an ad hoc basis in addition to meeting the needs of the eight core product areas.

B. Support for State Plan - The Missouri Strategic Five Year Workforce Investment Plan includes the following critical elements: universal access, lifelong learning/choice, integration, and accountability. Missouri has assured universal access and integration by providing labor market information on the Missouri Economic Research and Information Center (MERIC) web site and on the Division of Workforce Development web site Missouri WORKS! Learning and choice are provided through the publication of Occupational Employment and Wage Data along with Occupational Projections on web sites and computer CD disks. Accountability is provided through directly providing One-Stop Centers and Local Workforce Investment Boards with LMI and requesting their feedback on the quality and usefulness of the data.

C. Strategic Approach - The policy development and oversight for the Workforce Investment System in Missouri is provided by the Missouri Training and Employment Council. As described in paragraph A above this body is composed of representatives from the systems three principal groups; the business community, individuals, and the workforce development system. Working through this group provides an expedient method of identifying the data and research needs for the workforce system for both the near term and long term. This allows for better planning of future information requirements for all stakeholders.

D. Workforce Information Delivery - In Missouri workforce information is delivered to customers in a variety of methods. These range from the monthly employment situation press release which contains the local area unemployment statistics (LAUS) data for the state and sub-state areas, to preparation of a bi-monthly economic report that is distributed to users via email, to web based publication of research briefs and reports, to dissemination of specific data series on computer CD disk. All of these items are made available to State One-Stop system and individual users.

**SECTION 2
PRODUCTS AND SERVICES**

Pursuant to Section 309 (b) (1) of the Workforce Investment Act the Workforce Information Council has established eight core products which each state must produce in order to be eligible for One-Stop LMI funding. The following statements describe the manner in which Missouri plans to fulfill this requirement.

**CORE PRODUCT ONE
CONTINUE TO POPULATE THE ALMIS DATABASE WITH STATE DATA.**

Missouri will continue to populate and update the ALMIS database with state data. During the spring and summer of 2002 the database structure was updated to conform with the specifications for Version 2.2. Additional structural and other updates from the ALMIS Database consortium will be incorporated as necessary. New tables will be added where appropriate and data in existing tables will be updated, as new data become available.

PRINCIPAL CUSTOMERS AND UTILITY TO THEM – The ALMIS Database is used by all users of LMI, particularly those who access information through Missouri WORKS! The ALMIS Database drives information delivery on the MERIC website and on Missouri WORKS! Availability of the database will facilitate support of other delivery systems as well.

MILESTONES – There are no specific milestones since updating of the database is essentially a work in progress. Updating will be essentially continuous as new data produced by the BLS data programs is produced and becomes available for public release. Incorporation of changes to the database structure will depend on release of these changes by the LMI consortium.

MEASURABLE OUTCOMES – Outcomes can be measured by the number of ALMIS database tables populated and the number of web site hits on data accessed through the database.

COSTS - Total PY 2002 costs associated with populating and updating the ALMIS Database are estimated to be \$55,000. At present, no equipment with unit costs of \$5000 or more are anticipated to be purchased to support this activity. However, the nature of these activities could at some point require new or replacement computer hardware or software.

**CORE PRODUCT TWO
PRODUCE AND DISSEMINATE
LONG- TERM INDUSTRY/OCCUPATIONAL EMPLOYMENT PROJECTIONS**

During Program Year 2002 Missouri will produce and disseminate long-term (2000-2010) industry and occupational employment projections at the sub state level. The Methodology, software tools and guidelines developed by the Long- Term Employment Projections Consortium and MicroMatrix User's Group, in consultation with BLS and ET A, will be used.

The long term projections for 2000 – 2010 will be incorporated into the ALMIS database and made available for public dissemination on both the MERIC and Missouri WORKS! Websites in accordance with procedures established by the Projections Consortium and the Projections Managing Partnership.

Projections for the St. Louis and Kansas City MSAs will be produced first since the majority of jobs are in the metropolitan areas. The St. Louis MSA includes four Local Workforce Investment Areas (LWIAs) in Missouri, plus additional areas in Illinois. The Kansas City MSA includes two Missouri LWIAs, plus additional areas in Kansas. Following completion of the projections for the state's two large metropolitan areas, projections will be prepared for the remaining eight LWIAs in Missouri providing that occupational data is available for these areas.

NAICS based data starting with 1990 from the ES-202 program will be utilized to develop a new historical series for the state and all sub-state areas. The new historical series will be tested using the long-term projections models.

PRINCIPAL CUSTOMERS AND UTILITY TO THEM

This product will be of use to individuals looking for a job or planning a career; businesses; teachers, counselors, curriculum planners and other educational institution staff; training program operators and planners; WIBs; one-stop partners and others in the workforce investment system; economic developers; policy makers, and researchers.

Projections of this type provide information about the longer-term employment outlook in industries and occupations. Individuals can make better-informed career decisions using this information. Education and training institutions can plan training programs to support growing occupations. Counselors can better counsel jobseekers or career planners. Workforce investment entities can plan and operate programs better with information about which jobs are on the decline, which jobs are growing and which jobs will have the largest number of openings.

MILESTONES

- By 11/30/02, update data to be used in new projections.
- By 3/31/03, develop industry models and projections.
- By 5/30/03, develop raw occupational projections.
- By 6/30/03, complete and review projections. Disseminate projections information.
- By 6/30/03, complete testing of NAICS based historic series.

MEASURABLE OUTCOMES

Completion of statewide projections.

Customer satisfaction will be determined utilizing methods described in section III of this plan.

COSTS

Total PY2002 costs associated with long-term projections are estimated to be \$120,000
At present, no equipment with unit costs of \$5000 or more are anticipated to be purchased to support this activity.

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CORE PRODUCT THREE PRODUCE AND DISSEMINATE SHORT- TERM INDUSTRY/OCCUPATIONAL EMPLOYMENT FORECASTS

Missouri will continue to produce and disseminate short-term (two-year) industry and occupational employment forecasts at the state level during PY 2002 and will employ the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership.

The short term projections for 2001 - 2003 will be incorporated into the ALMIS database and made available for public dissemination on both the MERIC and Missouri WORKS! Websites in accordance with procedures established by the Projections Consortium and the Projections Managing Partnership.

NAICS based data starting with 1990 from the ES-202 program will be utilized to develop a new historical series for the state and all sub-state areas. The new historical series will be tested using the short-term projections models.

PRINCIPAL CUSTOMERS AND UTILITY TO THEM

This product will be of use to individuals looking for a job or planning a career; businesses; teachers, counselors, curriculum planners and other educational institution staff; training program operators and planners; WIBs; one-stop partners and others in the workforce investment system; economic developers; policy makers and researchers.

This product provides information about the short-term (two-year) employment outlook in industries and occupations. The more immediate use will be to help individuals make better informed near term job search decisions. Program operators and planners can adjust their operations to more immediate expected job market conditions, in individual industries and occupations. The industry information, in particular, will be of great use to policy makers, economic researchers, and others analyzing economic and labor market conditions.

MILESTONES

- By 3/31/03 determine quarter (both base and forecasted year) to use. Update data to be used in new projections.
- By 5/31/03, develop industry models and projections.
- By 6/30/03, complete and review 2004 industry projections. Disseminate projections information.
- By 6/30/03, complete testing of NAICS based historic series.

MEASURABLE OUTCOMES

Completion of statewide projections.

Customer satisfaction will be determined utilizing methods described in section III of this plan.

COSTS

Total PY 2002 costs associated with short-term forecasts are estimated to be \$75,000. At present, no equipment with unit costs of \$5000 or more are anticipated to be purchased to support this activity.

**CORE PRODUCT FOUR
DEVELOP OCCUPATIONAL ANALYSIS PRODUCTS**

During PY 2002 Missouri will begin a new initiative which will be titled *Career Connections*. This is intended to be an over arching concept for the development of customer-focused occupational and career information products. Part of this initiative will include planning for the merger of the Missouri Occupational Information Coordinating Committee (MOICC) staff into the Missouri Economic Research and Information Center (MERIC).

In the past many occupational information products have been prepared in collaboration with the MOICC, and it is anticipated that such a merger will enhance the quality and variety of the information that can be produced. It will also further enhance coordination with workforce information customers since the MOICC membership includes many of the key agencies represented in the state's workforce investment system. The MOICC is also the Perkins-designated agency for Missouri, adding additional value to this merger.

Proposed products and expected utility for intended customers include:

1. "Demand Occupations" developed for the Department of Elementary and Secondary Education (DESE). A report on the occupations in greatest demand.
2. Update the "High-Demand/High-Wage Matrix." This is considered an extension of the "Demand Occupations" product, but is intended for a broader range of customers and will utilize a tiered approach, based on different levels of required training. For example, there would be a grouping of occupations for which no formal training was required (i.e. first jobs for welfare clients). A tier of those occupations requiring limited training or experience occupations requiring more extensive training or experience. This would help One Stop Career Center staff serving customers identify occupations appropriate for job search, training, or other workforce investment activities. It would also be directly beneficial to individual customers accessing the system through one-stop centers or directly through the web.
3. Additional "Occupational Profiles" will be developed for another group occupations during the Program Year. Fast-growing occupations will be emphasized. In order to serve a broad customer group a variety of occupations representing different levels of required training will be covered. Occupations of particular interest to state or local boards or other agencies will receive first consideration for r these profiles. The profiles will include the required knowledge, skills abilities, and training needs as well as the employment outlook, licensing requirements, wages, and other salient information.
4. A Skills Gap Study will be investigated. Skills information contained in O*NET will be used to develop a list of required skills for occupations, starting with the fastest growing occupations. The focus of this effort will be toward identifying the need for specific skills that the workforce may lack in order to fill high demand occupations.
5. A Workforce Supply and Demand Gap analysis will then be performed to determine where there are any significant gaps in the supply of skills in demand and why they exist. This research will be utilized to prepare a State of the Workforce Report for the Missouri Employment and Training Council (MTEC).
6. Plan and conduct a *School Guidance Counselors Academy*. This is intended to be a conference where guidance counselors can become acquainted with the various types of career and statistical data available through the workforce information system.
7. Prepare and Publish *Guiding Missouri Careers*. Detailed information on hundreds of occupations in the state, including future job prospects and wage rates. This will take the place of MOICC's old Career Guide and be the foundation for additional products.

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MILESTONES

- By 6/30/03, prepare approximately 24 new occupational profiles. Individual profiles will be produced at the rate of two or three a month.
- By 9/30/02, update the Demand Occupation Matrix meeting the requirements of the Department of Elementary and Secondary Education.
- By 6/30/03, update the High-Demand/High-Wage Matrix.
- By 6/30/03 publish the State of the Workforce Report.
- By 6/30/03 complete plans and schedule for the School Guidance Counselors Academy.
- By 6/30/03 publish Guiding Missouri Careers.
- By 3/31/03 complete Workforce Supply and Demand analysis.
- By 3/31/03 complete Skills Gap analysis.

PRINCIPAL CUSTOMERS AND UTILITY TO THEM

Individuals looking for a job or planning a career; businesses; teachers, counselors, curriculum planners and other educational institution staff; state education agencies decision makers and planners; training program operators and planners; LWIBs; one- stop partners; others in the workforce investment system.

Occupational profiles should be very useful for jobseekers and those planning careers. They should be a popular piece of information in one-stop career center resource rooms and in school counseling offices. The Demand Occupations information is designed to be used in educational program planning, so that resources are funneled to programs training for occupations in demand. The High- Demand/High Wage matrix will extend the utility of the Demand Occupation list to many more customers by covering the full range of education and training requirements, not just those requiring vocational education. The Supply and Demand Gap analysis will enhance the usefulness of all these publications.

COSTS

Total PY 2002 costs associated with occupational analysis products are estimated to be \$225,250.

At present, no equipment with unit costs of \$5000 or more are anticipated to be purchased to support this activity.

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CORE PRODUCT FIVE PROVIDE AN EMPLOYER NAME AND ADDRESS LIST THAT CAN BE ACCESSED BY THE PUBLIC.

Missouri currently provides this information on the web through Missouri WORKS! We will continue to provide this information and incorporate updates when received.

PRINCIPAL CUSTOMERS AND UTILITY TO THEM

Jobseekers or intermediaries referring individuals to jobs.

Provides a list of employers where individuals can seek employment.

MILESTONES

On going, as updated databases are received.

MEASURABLE OUTCOMES

Number of times list is accessed.

Customer satisfaction can be measured by on-line questionnaire displayed to user when the file is accessed.

COSTS

Total PY 2002 costs associated with employer name and address list are estimated \$10,000.

At present, no equipment with unit costs of \$5000 or more are anticipated to be purchased to support this activity.

**CORE PRODUCT SIX
PROVIDE INFORMATION AND SUPPORT TO WORKFORCE INVESTMENT BOARDS
AND PRODUCE OTHER STATE INFORMATION PRODUCTS AND SERVICES.**

The Missouri Economic Research and Information Center (MERIC) will work through the Missouri Training and Employment Council (MTEC), the designated State Workforce Investment Board, to develop information for the local Workforce Investment Boards and other workforce investment entities. The Missouri Five-Year Plan will provide the overall direction and framework for activities to be undertaken and products produced.

Activities will also be undertaken that will be designed to meet the priorities set forth in the Workforce Information Council plan. Specifically: Strengthening Customer Feedback for Continuous Improvement; Filling Critical Data Gaps; Improving Workforce Information Analysis and Delivery.

During PY 2002 various methods for gathering and analyzing customer feedback will be tested and evaluated. An attempt will be made to identify the best feedback method for each data product.

Missouri has entered into an agreement with the U. S. Bureau of the Census to become a partner in the Longitudinal Employment Household Dynamics (LEHD) project. This promises to become a valuable source of localized information for the LWIB's that will fill some of the present data gaps in information provided by the Bureau of Labor Statistics.

MERIC has added additional professional research staff whose efforts will be directed in meeting the data needs of all customers of the Missouri Workforce Information System. These researchers will draw on information from the LEHD project, Unemployment Insurance Wage Records, Census Demographics, Occupational characteristics, and other related Labor Market Information to develop new products focused on the needs of the end users.

To achieve this MERIC staff will collaborate with the customers of the Missouri Workforce Information System in a variety of ways. Staff will work with MTEC liaison staff and committees to become involved in their planning efforts. This will allow for the identification and development of data needed for sound policy recommendations. It is also anticipated that MERIC staff will attend the regular meetings of the MTEC to gather feedback on the information previously provided and identify future research requirements.

At the present, several approaches for collaborating with LWIBs remain under consideration.

1. Holding one statewide or a few regional workforce information forums for WIB members and staff. These forums would be designed to be two-way information sharing events. Information about LMI and how it can be used by WIBs would be presented. Participants would then provide feedback about the kind of information they need, perceived gaps, and desired improvements in the LMI available for local areas.
2. Meeting with WIBs and/or WIB staff during other scheduled activities, such as the annual Workforce Development Conference, to conduct an information as described in paragraph 1 above.
3. Contacting WIBs directly, to schedule meetings, ideally with the board or appropriate committees or individual members. These meetings would also be designed to provide information to the WIBs and for them to communicate their LMI needs.

Specific products, in addition to those currently produced, will be developed following consultation with WIBs. Some possible types of information to be included in these products include demographic (including 2000 Census), industry (employment trends, geographic location), and occupation (employment trends, wages, skills needed). These products would be targeted to providing a better understanding of

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socioeconomic conditions in the WIB areas, identifying skills shortages or mismatches, and helping target programs and services.

CORE PRODUCT SIX PROVIDE INFORMATION AND SUPPORT TO WORKFORCE INVESTMENT BOARDS AND PRODUCE OTHER STATE INFORMATION PRODUCTS AND SERVICES.

(continued)

PRINCIPAL CUSTOMERS AND UTILITY TO THEM

WIBs and WIB staff, one-stop stop career centers, other workforce investment agencies would be the principal beneficiaries of this product. Information to support informed decision-making by WIBs and WIB staffs would be provided, after consulting with the WIBs to determine their needs. The end result would be better service to the customers of the state and local workforce investment system

MILESTONES

Attend quarterly MTEC meetings

By 1/31/03 determine which method for collaborating with WIBs is most viable.

By 6/30/03, have met with all WIBs or designated members or staff, where the WIBs want such a meeting.

MEASURABLE OUTCOMES

MTEC meetings attended

WIB meetings held

Products developed in response to stated WIB needs

Customer satisfaction -pending development of satisfactory measurement methods.

COSTS

Total PY 2002 costs associated with providing information and support to WIBs are estimated to be \$150,122.

At present, no equipment with unit costs of \$5000 or more are anticipated to be purchased to support this activity. However, the nature of this activity might require additional equipment, such as color printers, to provide expanded information during the year.

Advertising specialty items such as pencils, key chains, post it notes, etc. with the MERIC logo, phone number and LMI web addresses may be purchased for use in conducting the LMI outreach efforts and in LMI training.

**CORE PRODUCT SEVEN
SUPPORT THE DEVELOPMENT OF STATE-BASED
WORKFORCE INFORMATION DELIVERY SYSTEMS**

Missouri currently provides this information on the web through the MERIC web site and Missouri WORKS! We will continue to provide this information through the web and incorporate updates when received. Changes to delivery systems will be considered during the year, to expand the information available and its usability to customers. Expanded use of the ESRI ARC IMS product will be investigated for use in interactive geospatial mapping of LMI and demographic data on the MERIC website.

MILESTONES

Continuous maintenance and development

MEASURABLE OUTCOMES

Investigate whether a meaningful measure of web usage can be obtained

Customer satisfaction can be measured by on-line questionnaire displayed to user when the file is accessed.

Number of ALMIS database tables electronically accessible.

COSTS

Total PY 2002 costs associated with state-based workforce information systems are estimated to be \$100,000.

At present, no equipment with unit costs of \$5000 or more are anticipated to be purchased to support this activity. However, the nature of this activity is such that additional equipment, such as servers or software, might become necessary during the year.

**CORE PRODUCT EIGHT
SUPPORT STATE WORKFORCE INFORMATION TRAINING ACTIVITIES.**

Missouri will continue to provide Workforce Information Training to Career Center staff, Local Workforce Investment Boards (LWIBs) and staff and other users of Labor Market Information upon request. In addition, Missouri will work through the Missouri Training and Employment Council to identify staff in each of the LWIBs to be designated as the primary LMI contact for that entity. Over the next two program years these individuals will receive more in depth training on the various types, sources and uses of LMI. Included in this training will be information on how to access and utilize the various products that will be produced by the Longitudinal Employer Household Dynamics (LEHD) partnership with the U. S. Census Bureau.

If possible this training is conducted at local career center facilities or at another location convenient for staff. This minimizes both travel costs and time away from regular duties for these staff members in training. Unless an adequate on-site computer lab is available a traveling computer lab used to provide Internet access to various sources of data.

Subjects covered in the training include: LMI concepts; labor market trends; Internet LMI tools (Missouri WORKS!, ACINet, and others); print resources such as the Occupational Outlook Handbook and Missouri projections and wages; and career development concepts and tools, including the Missouri Career Information Delivery System. Scheduling is dependent on the availability of MERIC staff to serve as trainers and the demand for training.

Consideration will also be given to working with the LMI Training Institute to conduct at least one analyst-training course in either St. Louis or Kansas City. This will allow Workforce Development and LWIB staff to attend LMI training while minimizing travel costs.

This year we are plan to host an Economic and Workforce Information Conference. This is feasible since the merger of the LMI unit and the Research and Planning unit of the Department of Economic Development into a larger, more comprehensive research and information unit.

In addition, Missouri will be the host state for the 2003 National LMI Forum. A concerted effort will be made to attract attendees from all LWIBs, the Division of Workforce Development and others interested in learning more about LMI.

PRINCIPAL CUSTOMERS AND UTILITY TO THEM

One-stop career center staff, LWIB staff and other users of LMI.

LMI for Career Center Staff training is designed to provide information to front- line staff from the one-stop career centers. The training is designed to provide practical information relating to LMI and its usefulness in the on-stop setting. Career Center staff have the opportunity to provide input to help LMI be better targeted too their needs and the needs of their customers. Other training is designed to provide an overview of LMI for all current and new users of LMI. Current LMI is provided at these sessions. Input from attendees is used to produce better LMI and to improve future training sessions.

MILESTONES

- By 6/30/03, have conducted at least three sessions of LMI training if demand warrants.
- By 6/30/03, have plans for National LMI Forum finalized
- By 12/31/02, have developed plans for Economic and Workforce Information conference.
- By 6/30/03, have conducted Economic and Workforce Information conference.

**CORE PRODUCT EIGHT
SUPPORT STATE WORKFORCE INFORMATION TRAINING ACTIVITIES.
(Continued)**

MEASURABLE OUTCOMES

Number of Career Center Staff trained
Number of Lewis LMI contacts trained
Number of other LMI users trained.
Participant evaluations.
Number of sessions held.
Breadth of customer groups participating.
Number of attendees at Economic and Workforce Information conference.

COSTS

Total PY2002 costs associated with workforce information training activities are estimated to be \$72,350.

At present, no equipment with unit costs of \$5000 or more are anticipated to be purchased to support this activity. However, the nature of this activity is such that additional equipment, such as laptop computers or projectors, might need to be purchased during the year.

**SECTION 3
CUSTOMER SATISFACTION ASSESSMENT**

The Missouri Economic Research and Information Center (MERIC) works closely with the Missouri Employment and Training Council (MTEC) to see that their information needs for policy development are met. This group also provides direction in providing information to the Local Workforce Investment Boards (LWIBs). The Missouri State Workforce Board MTEC has representatives of all three-customer groups. The major strategy will therefore be to seek advice from these individuals on the types of information they and their constituencies need and find useful.

In addition to working through MTEC a questionnaire will be designed to be distributed to data users who request hard copies of LMI material such as publications or computer CD's. This would include a section that would identify the individual's customer group and elicit their opinion on its value and relevance to their data needs. Alternate strategies might be to distribute the same questionnaire to a sample of data users through MERIC's ListServe capability; adding an electronic version to computer CD's so that it would be launched when the CD is accessed and emailed to MERIC when completed; or an electronic version of the questionnaire that would be attached to the web site for each data series that would pop up when the user began to exit the site.

These and other methods of evaluating customer satisfaction will be considered. However, the electronic methods will likely evolve as the best and least costly. This also fits in with MERIC's long term goal of exclusively publishing reports in electronic media.